



**GlobalHunt**  
**FOUNDATION**  
*Creating Sustainable Solutions*



# Embedding the Principles of CSR

*from Responsibility to Sustainability*

## An Outcome Report

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26th May, 2014  
Minda Corporation Limited, Noida



## About GlobalHunt Foundation

GlobalHunt Foundation (GHF) is a Section 25 not for Profit Company registered under the Indian Companies Act 1956. As a Signatory to the United Nations Global Compact (UNGC), GHF serves as a knowledge catalyst and engages its vast corporate clientele with diverse multi stakeholders and enhances their Corporate Sustainable Responsibility.

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*Creating Sustainable Solutions*

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### Disclaimer

This report has been prepared by GlobalHunt Foundation for the training programme “Embedding the Principles of CSR-from Responsibility to Sustainability” which was sponsored & hosted by Spark Minda Group and facilitated by GlobalHunt Foundation. The report is an outcome of knowledge dissemination and proceedings undertaken during the programme. The contents of the report are in reference to the information shared by each participants and partner organizations.

# *Acknowledgement*

*We would like to extend our special thanks to*

*Ms. Sarika Minda, Chairperson, CSR Committee, Spark Minda Group*

*Mr. Sunil Goel, Director, GlobalHunt Foundation*

*for their kind support and encouragement towards the programme*

*&*

*All the members who participated in the programme*

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# Address by Spark Minda Group



The virtue of humanity is the commitment to serve. Corporate Social Responsibility is something that one can imbibe through feeling; nevertheless the Government of India has mandated it as per Companies Act 2013-14.

Driven with a vision, Spark Minda Group has been doing CSR since long and shaping the lives of underprivileged through various initiatives going beyond the mandates and Government guidelines. The group strives to bring contemplations towards society, environment and economy and to proceed for a sustainable development. Thematically based on the need assessment, Health, Education, Livelihood promotion, Environment sustainability, Natural Resource Management, etc. are the areas of intervention within and outside the group.

Today, when we are struggling through water scarcity, global warming, radiations, pollution and many other crisis and the bottom of the pyramid is besieged with lack of education, unemployment, homelessness, poverty and other socio-economic issues, we really need to introspect and check, where are we fitting in and how can we contribute for the society, environment and economy especially in the coming years, when Corporate Social Responsibility is going to take a new shape in India.

I am thankful to GlobalHunt Foundation for organizing this training Program in collaboration with Spark Minda. I express my gratitude to all the stakeholders and participants from Corporate, NGOs, Institute, and Ministry of Defense and Consultants for making this program successful through your benign presence. After this Training, I would like to request you that let us soul search feel and do it, this is how, we are trying to spread it around for a better tomorrow.

**Ms. Sarika Minda,**  
**Chairperson, CSR Committee, Spark Minda Group**

# Address by GlobalHunt Foundation



**“Embedding the Principles of CSR-from Responsibility to Sustainability”** defines the overall purpose and outlines the initiative of GlobalHunt Foundation to conduct a comprehensive capacity building programme that encapsulates the diverse themes of Sustainability. The training workshop was developed and imparted on the lines of the upcoming Post 2015 Sustainable Agenda which poses immense challenges for diverse multi-stakeholders worldwide.

One such crucial stakeholders are the companies who have realized that any form of business development needs to be aligned in a sustainable manner. This is true, as they are the prime facilitators of economic, social and technological change – benchmarks for the growth and development of any region. Hence, it becomes imperative for them to build and invest in ethical values, practices and projects that generates both social and financial development for their respective company and poses long term benefits for all the members of the society. Companies need to comprehend that today, they are expected to indulge in long-term social and environmental projects that will hold futuristic implications especially to the community and its members.

One of the most initial yet extremely significant step towards achieving a sound sustainable business model i.e. responsible and reliable, is to generate and disseminate knowledge on the discourse. This should begin by adopting simple measures such as creating awareness, sensitizing those very personnel who are holding these positions in the respective companies and eventually, be potential executioners of any plan in the coming time. Therefore, companies should begin with capacity building programmes, training their key human resource in order to achieve the overall objective and strategy of the company on sustainable issues and areas.

It is in this regard that, GlobalHunt Foundation (GHF) has designed and facilitated this particular training programme to enhance knowledge on sustainability and to channelize the overall thinking process of companies in order to redefine their approach from simple responsibility towards sustainability. The Foundation endeavors to enhance the knowledge of the participants on how development needs to be defined on sustainable terms, the requisite of corporate responsibility to be sustainable and how to report these sustainable practices, which is one of the essential mechanisms of transparency.

I would like to thank Spark Minda for supporting and hosting the capacity building programme. It is with their continuous support that the Foundation team was able to accomplish a good capacity building initiative by imparting knowledge on sustainable development . In the end, I would also like to thank all the participants from diverse multi-stakeholders; **Unicharm, Unitech, Elcomponics, Ministry of Defence, Tata Power, GMR Foundation, ISSRC-CSR etc** for coming forward and making this training a success by providing their precious time, important inputs, sharing their experiences and feedbacks on the training.

**Mr. Sunil Goel,**  
**Director, GlobalHunt Foundation**



Introduction

Welcoming the participants

**-Mr. Praveen Karn**

**Head Group-CSR,**

**Spark Minda Group**



# Introduction

The training programme “**Embedding the Principles of CSR - from Responsibility to Sustainability**” held on 26th May 2014, supported by Spark Minda Group and facilitated by GlobalHunt Foundation was an attempt to promote the understanding of Sustainability and the implications of New Companies Act 2013 on businesses. The one day capacity building programme enabled the participants to comprehend the global and national mandates of Corporate Responsibility and today’s requisite of imbibing the principles of Sustainability within the external and internal operations of companies. The objectives of the training were to orient the participants about introduction, management and compliance towards the sustainable principles of business operations and accountable disclosures for achieving transparency.

The participants were welcomed by **Mr. Praveen Karn**, *Head Group-CSR, Spark Minda Group* who in his introductory remarks asserted that businesses are in-process of integrating sustainability within their internal as well external operations whereby they are moving beyond the traditional practices of philanthropies and donations and seeking ways through which they can communicate with the larger community, not just through their products and services but also with their social and environmental commitments. However, the meaning of sustainability needs to be clear not just among the strategic planners but also amongst the base level members who are involved in actual implementation of sustainable practices. Hence, in order to carry forward the capacity building mandate, Spark Minda and the external stakeholders from diverse industry sectors were invited to develop a common understanding on sustainability and to align sustainability with corporate responsibility. **Mr. Ajay Sharma**, *SBU Head, Minda Corporation Limited, Noida* outlined the key activities that has been undertaken by Spark Minda Group, a short video presentation showcasing the work profile, ethics and philosophy of Spark Minda was also shared with the participants.

**Mr. M.K. Pajan**, *Advisor-CSR, Minda Management Service Limited* provided an understanding on the initiatives that the Minda Group has been carrying out under its corporate responsibility framework. He asserted that since the inception of the company the organization has been undertaking educational, health and livelihood programmes for the orphanages, specially abled and children of deprived community. In the environment domain, they have initiated mechanisms for restoration and protection of natural resources, energy and water conservation and waste management etc.

Representatives from diverse stakeholders; corporates, civil society organizations and government ministries attended the training programme and provided their important inputs with respect to enhancing capacity building of diverse society stakeholders.



*More than ever before in human history, we share a common destiny. We can master it only if we face it together*

**-Kofi Annan,**  
Former UN, Secretary-General





Mr. Praveen Karn welcoming & orienting the participants towards the objective and needs of this multi-stakeholder training.



Introduction by the participants who attended the programme.



Mr. Ajay Sharma outlined the framework of Spark Minda Group and its diverse initiatives.



Mr. Pajan giving a brief understanding of how Sustainability is addressed at Spark Minda.



From  
**Responsibility to Sustainability**

**Session I**

**-Ms. Radhika Ralhan**  
**Manager Corporate Sustainability**  
**GlobalHunt Foundation**

# Session - I

## Conceptual Understanding

The first session of the training programme was undertaken by **Ms. Radhika Ralhan**, *Manager Corporate Sustainability, GlobalHunt Foundation*, she commenced her session with an innovative exercise wherein the participants were requested to observe the two widely used concepts – CSR and Sustainability. The participants were questioned on their understanding of the above concepts (whether they differ or are similar). The objective of the exercise was to provide a theoretical framework and clarity on CSR and Sustainability which have been used loosely especially among the corporate sectors. Ms. Ralhan provided a brief overview on the fact that over the years this loose usage of the terminology framed the orientation of the personnel and paved way to establishment of two separate departments and divisions within the companies where Sustainability division carried the environment programmes and the division of CSR became restricted to mere philanthropy and engagements being carried out as one time activity. She emphasized on the fact that it becomes extremely essential for companies and its personnel to comprehend the notions of Sustainability, as the global and national scenarios calls for a radical change in the outlook, and most significantly requires innovative solutions towards meeting the challenges of post 2015 world. Hence, the session also outlined the discourse of Sustainability and its evolution from the contours of environment towards coupling the social sustainability principles in contemporary times. She also asserted the fact that corporates are one of the most vital stakeholders who would bear immense effects on combating the post 2015 challenges and hence, there lies an urgent need for them to redefine their approach and comprehend the concepts of Sustainability in order to formulate and achieve successive social business models.

She also highlighted on the notions of corporate sustainable responsibility that entails creation of sustainable business models which are beneficial both for the company and society; this was also in line with the latest CSR clause of the Companies Act, 2013. She provided wide examples from leading corporates who have transformed their brands and products by engaging in ethical products, campaigns and eventually transformed as key sustainable drivers by implementing sound sustainability projects that addressed the environment, economic and social needs of the community. In her deliberation, Ms Ralhan emphasized the fact that Sustainability has been present in the Indian context since ancient times and re - emerged in the principles of Trusteeship - advocated by Mahatma Gandhi. One of the key highlights of her session was to bring the attention of the participants towards sustainability in everyday life – wherein she showcased the informal street vendors, press wallas, rickshawallas, dabbawallas who are live case practices of sustainable mobility and consumption and are potential zones of CSR interventions that surround us on daily basis. Towards the end of her session, she explained an effective CSR roadmap which companies needs to design, strategize and implement within their operational frameworks. Most significantly, she accentuated on the principles of “partnerships for all” where diverse stakeholders need to collaborate in order to successfully carry forward the sustainability mandate effectively. In her concluding remarks, she reinstated the view that baseline surveys, impact assessment, due diligence, field engagements and perceiving CSR as a sustainable business model are imperative aspects of a company’s CSR strategy.



*Earn your crores by all means. But understand that your wealth is not yours; it belongs to the people. Take what you require for your legitimate needs, and use the remainder for society.*

**-Mahatma Gandhi**





The evolution of Corporate Responsibility towards Corporate Sustainability was discussed.



By 2020 one tenth of the world population would be residing in cities that would be defined as a new Mega cities.



Sustainable development can only be possible through “partnership for all”.



Training exercise being conducted for the participants.



Mahatma Gandhi through the concept of “**Trusteeship**” laid the foundation for Corporate Responsibility.



The Informal economy comprising of the Dabaswallahs, Press wallahs and Rickshawallahs etc are sustainable system of “**Products & Services**”.



Businesses around the globe has adopted sustainable practices by aligning their core businesses with social responsibility.



Participants queries being addressed by Ms. Radhika Ralhan, Manager GlobalHunt Foundation.



The Mandatory  
**CSR Compliance in India**

**Session II**

**-Mr. Satyajit Gupta**

Senior Lawyer-Corporate Banking Khaitan & Co

**-Mr. Aditya Patni**

Senior Associate, Khaitan & Co

## Session - II

# CSR Compliance in India

**Mr Satyajit Gupta**, *Senior Lawyer-Corporate Banking, Khaitan & Co* and **Mr. Aditya Patni**, *Senior Associate, Khaitan & Co* in the session **“CSR Compliance in India”** provided in-depth comprehension of The New Companies Act 2013, its implication on business and how companies now needs to re-define their activities. They explained the entire trajectory as to how government has been involved in initiating CSR guidelines to companies through; Corporate Responsibility for Environment Protection, RBI emphasis on the need from the companies to commitment to sustainability, do-know-how, responsibility accountability & transparency and National Voluntary Guidelines identified six elements of CSR and required business to formulate CSR policies. However, they stated that these guidelines remained on voluntary basis and only provided assistance to companies in re-directing their social, economic and environmental activities. The session highlighted as to how the Indian companies have been involved in need based social activities and simultaneously aligning national priority areas such as education, health, employment and environmental protection & waste management.

After this, they introduced the participants to The New Companies Act 2013, where companies operating in India with an annual turnover of 1000 crores or more are mandated to spend 2% of their net profit into social development and environmental restoration projects. This they asserted moves beyond the voluntary aspect of corporate responsibility by mandating companies to invest not just in community and environment where they are operating but also on internal ethical and philosophical, dimensions, values and practices that ensures social business progress. The Act defines thematic areas where the companies can invest their resources and states guidelines for ethical regulation and accounting ensuring a balanced development. They also stated that the Act re-aligns the companies initiatives, away from philanthropic and charitable donations, towards continuous projects that bears longer positive impact on social and natural resources.

In their two hour long session they highlighted important aspects of the law; the applicability criteria for companies, role and functioning of the CSR Board & the CSR Committee in formulating CSR Policy, the administration and use of the CSR Funds, the eligibility criteria and liaison with NGOs, accountable disclosures through reporting and lastly the failure by companies to comply.

The session was concluded with an intensive Q & A round where representatives from Tata Power, AWPO and GMR Foundation inquired about the financial dispersion of CSR funds, the programmes through which livelihood of ex-servicemen can be secured and how companies need to look beyond the 2% mandate.



*In a free enterprise, the community is not just another stakeholder in business but is in fact the very purpose of its existence.*

**- Jamsetji Nusserwanji Tata**  
Founder Tata Group







Mr. Satyajit and Mr. Aditya providing an in-depth knowledge on The Companies Act, 2013.



The Section 135 of the Act defines the way businesses are operating in India, whether foreign subsidiary or not, needs to achieve sustainable development.



Queries of the participants on the New Companies Act 2013.



There are thematic areas stated under the Schedule VII of the Companies Act 2013 and the projects that the companies intend to invest under these broad categories have been left to their discretion.



The participants sharing their views on The Companies Act, 2013.



The law place special emphasis on accountable disclosures and reporting of sustainable practices.



The CSR policy of companies should highlight the key projects under the thematic areas, the time period for the completion and mechanism for monitoring and evaluating these projects.



The session engaged participants through its hands-on exercise on the thematic areas categorization in 2012 and 2013.

# Global Mandates

## Session III

**-Dr. Pradip Sarmah**

Advisor, GlobalHunt Foundation

**-Ms. Radhika Ralhan**

Manager Corporate Sustainability

## Session - III

# UNGC Principles

Rapid globalization has resulted in market integration, flow of capital and labour across geographies, diverse consumption pattern and continuous technology up-gradation. This has opened new opportunities where companies are achieving greater economic height. However, this has also raised several challenges where companies are facing social as well as economic repercussions for not protecting and safeguarding human rights, labour rights, community indigenous rights, safe working conditions, healthy workplace competition, violation of women and child rights, lack of anti-corruption & redressal policy and degradation of environment in the entire supply chain i.e. starting from manufacturing, supply chain and services.

To address these issues at global level several universal agencies, institutions and UN & its partner organizations have come forward to regulate companies actions in a sustainable manner that holds positive impact on society. In the session “Global Mandate” the purpose was to generate knowledge on the global principles that companies need to adhere for sustainable operations.

The session on the understanding of “UNGC Principles” was undertaken by **Dr. Pradip Sarmah**, *Advisor GlobalHunt Foundation*. The training session incorporated information on all the major global and international agencies that are working to cater the sustainable agenda of companies, the issues and principles they cover, the standard which the companies has to follow as a signatory to these agencies and how companies adherence to these universal principles are accounted through annual reporting. The session was also marked by a brief understanding on international bodies such as UNGC, SAI, OCED Guidelines and GRI Standards etc. Other than this Dr. Sarmah also talked about the legal understanding of Civil Society Organizations in respect of Section 25, Trust, Society, 80 (G), 12 (A), 35 (AC) in the Indian context.

In the concluding remarks **Ms. Radhika Ralhan**, *Manager Corporate Sustainability, GlobalHunt Foundation* explained the procedures for becoming a UNGC signatory, the commitment of compliance towards the 10 principles, the importance of Communication on Progress (CoP) and Communication on Engagement (CoE).



*A new era demands a new vision and a responsive framework. Sustainable development, enabled by the integration of economic growth, social justice and environmental stewardship, must become our global guiding principle and operational standard*

**-Ban-Ki-Moon**  
Secretary-General, United Nations





The signatory members have to commit to the 10 universally accepted principles of UNGC.



The UNGC signatory has to submit an annual Communication of Progress for accountable and transparent disclosures.



United Nations Global Compact is the world largest corporate sustainable initiative.



He provided understanding on the legal terminology of Civil Society Organizations in India



From  
**Accountability to Compliance**

## Session IV

**-Mr. Yatendra Rawat**  
Lead Creative Communications  
GlobalHunt Foundation

## Session - IV

# Sustainable Reporting

In the session “Sustainable Reporting” Mr. Yatendra Singh Rawat, *Lead Creative Communications, GlobalHunt Foundation* provided a detailed understanding on the role of communication team of any company to bring out ethical reporting in a sustainable manner. Hence in his session he largely highlighted the design perspective in reporting ethical practices in a sustainable format.

He provided an overview as to how post 2000 companies has shown a rising trends towards reporting of sustainable practices. The global as well national mandates of reporting for companies has become an crucial aspect in Corporate Responsibility. In India the New Companies Act, 2013 lays special emphasis on accountable reporting, as it states that the Board has to disclose their practices not only on the company’s official website but also in the annual sustainable reports. Today for companies sustainable reporting is not limited to adherence towards legal compliance but it has become an mechanism to project themselves as Responsible Corporate Citizens, transparent tool to assess their commitment and a medium to gain association with other companies as suppliers, and manufacturers. Reporting has also become an instrument of measuring the impact that has been created, areas which needs priority and the futuristic steps that the companies needs to introduce within their operation for overall development.

Mr. Rawat explained the participants how colours like white and different combination scheme can change the overall presentation of the report. He also threw light on the role of images and graphics which plays an important role in communicating and representing a textual content in a creative and an effective manner. The next thing that he discussed with the participants was the importance of font size as the use of correct font and can also be environment friendly. In his presentation he showcased the corporate preference on colours and briefly talked about which paper quality should be used while going for printing.

In his concluding remarks Mr Rawat stated that reporting itself can be made sustainable where a designer with the use of appropriate colours, images, paper and inks can create an positive impact among social auditors and consumers in a sustainable manner. Therefore today sustainable reporting should not be looked in a traditional medium of accounting but also as medium interactive communication and representation.



*We acknowledge the importance of corporate sustainability reporting and encourage companies, where appropriate, especially publicly listed and large companies, to consider integrating sustainability information into their reporting cycle*

**-United Nations Conference on Sustainable Development 2012**





White spacing and proper formatting is a key to bring out cost effective reports



Through images and graphics a lot can be explained without the use of words



The selection of colours should depend on the amount of ink they use.



He explained the importance and use of different fonts and their size while formulating reports.



# Conclusion



In their concluding remarks **Mr. Praveen Karn**, *Head Group-CSR, Spark Minda Group* and **Ms. Radhika Ralhan**, *Manager Corporate Sustainability, GlobalHunt Foundation* asserted that the training programme was undertaken to provide knowledge on how today's society demands a movement towards sustainable development. Companies, as one of the major growth drivers, has a key role to play in the attainment of this development. Their participation should not be just limited in initiating projects within their operations but ensuring introduction of sustainable systems within that can be replicated as Best Case Practices by others for bringing a desired effect in society.

In lieu of the above, the training programme was initiated to enhance participants knowledge on sustainability and to comprehend the New Companies Act 2013. In the one day programme, the attempt was to cover all possible issues and how companies need to re-align with their practices towards sustainability

In coming times, the training programme would be extended to a period of two-days that would comprise of field visits and engagements. The training would also initiate its regional chapters so as to further disseminate knowledge within members of wider community and society.



*Ultimately, it's about finding the money, repurposing it, and making it work for the right kinds of initiatives. It's also about identifying the capital that cares and connecting it to the people who need it,*

**-Rachel Kyte,**  
**Vice President, Sustainable Development, The World Bank**



# Participant's Feedbacks



“The workshop has initiated a positive step towards bringing multi-stakeholders together on a common platform to enhance and also provide their expert knowledge on Corporate Responsibility which has become a crucial subject to Indian companies”

**-Mr. MK Pajan,  
Advisor CSR, MMSL**



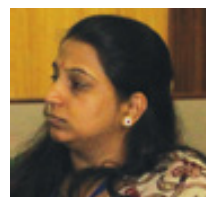
“I would like to express my appreciation and congratulations to the Team of GlobalHunt Foundation for conducting a wonderful CSR Training Program at Minda Corporation Limited”

**-Mr. Praveen Karn,  
Head Group-CSR, Spark Minda Group**



“Congratulations for conducting a good training programme. I hope to attend more such trainings which are extended to two days and includes field visits for practical understanding”

**-Mr. Manoj Kumar Mavaduru,  
Program Manager, GMR Foundation**



“The training programme aided me to understand the CSR practices across globe and India especially with case study examples”

**-Ms. Anuradha Gummaluri,  
CSR Head, Unicharm**



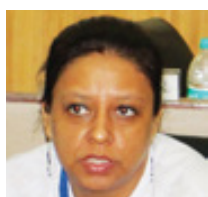
“It was really an effective training session where I learnt a lot. So thank you for making me a part of this training”

**-Ms. Neetu Sharma,  
Sr. Executive, Elcomponics**



“The training programme has given me the opportunity to learn from the younger generation as to how they comprehend CSR and share my own experience and knowledge on CSR”

**-Mr. A.C. Jha,  
Principal Consultant, ISSRC-CSR**



“Training stressed on history and global context and I would like to actually know what we do in field and some details of organizations to partner with in this journey”

**-Ms. Pooja Avasthi,  
Manager HR & CSR Coordinator, Minda Automotive**



“Thanks for conducting such a good programme & also like to thank your team for lovely management. Would like to be in touch with GlobalHunt for upcoming sessions. Looking forward for more sessions specially by Radhika”

**-Ms. Anshu Chaudhary,  
Executive HR & CSR Coordinator, Minda Sai (CD) Ltd**



“The training session “Need from Responsibility to Sustainability” was good. Excellent and in-depth knowledge about the subject”

**-Mr. Jitendra Kumar Yadav,  
Executive HR & CSR Coordinator, Minda Sai**



“The training workshop was indeed much appreciated learning experience and the activities conducted were exciting and enjoyable for all. Many thanks to GlobalHunt Foundation for letting me to be a part of such an educational, exhilarating and enjoyable training programme”

**- Mr. Anurag Uppuluri  
Research Associate, EHI International**

\* Derived from written and oral feedbacks of participants.



## Programme Schedule

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### PART - 1

**The Need- From Responsibility to Sustainability**

The training session would concentrate on conceptual understanding of Corporate Responsibility and Sustainability within business. The session would begin by giving an introduction of faculty and participants, purpose of hosting this training programme and orientation towards the concepts and imparting knowledge on the meaning of Sustainability by giving a global scenario and the need for the companies to indulge in sustainable responsibility.

<p>10:30 am-11:30 am</p> <p>Introduction of Host and Facilitator</p> <ul style="list-style-type: none"> <li>• About South-India and Global Business Foundation</li> <li>• Programme Introduction</li> <li>• Objectives and Duration of the Training</li> </ul>	<p>11:30 am-12:00 pm</p> <p>Tea Break</p>
<p>12:00 pm-1:00 pm</p> <p>Conceptual Understanding</p> <ul style="list-style-type: none"> <li>• Corporate Responsibility and Sustainability</li> <li>• Sustainable Business System</li> </ul>	<p>1:00 pm-2:00 pm</p> <p>Lunch</p>

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### PART - 2

**The Mandatory CSR Compliance in India**

Part 2 would entail a brief understanding in the Indian context. The sessions would give an overview of India as one of the first country to introduce corporate responsibility on mandatory basis and its implication on businesses. It will enable the participants to conceptualize responsible business within their industry sector and in the local context.

<p>2:00 pm - 4:00 pm</p> <p>CSR in India</p> <ul style="list-style-type: none"> <li>• The New Companies Act, 2013 and its implications</li> <li>• National Guidelines</li> <li>• Reporting/Pillar Determination</li> </ul>	<p>4:00 pm - 4:30 pm</p> <p>Breaks on Dinner on Schedule III, The Companies Act</p>
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### PART - 3

**From Compliance to Accountability**

After brief understanding on the national mandates for companies in respect of Corporate Responsibility the next session would provide an detailed knowledge on the Global Guidelines and mandates that are regulating CSR activities of companies. As reporting of sustainable practices has become mandatory in India and also as per global principles it is an important tool communication.

<p>4:30 pm-5:00 pm</p> <p>Global standards</p> <ul style="list-style-type: none"> <li>• UN Global Compact Principles</li> <li>• Global CSR Index (GRI Guidelines)</li> </ul>	<p>5:00 pm-5:30 pm</p> <p>Tea Break</p>	<p>5:30 pm-6:00 pm</p> <p>Sustainable Reporting</p> <ul style="list-style-type: none"> <li>• Global Reporting Standards</li> <li>• Why, What &amp; How to Report</li> <li>• Ethical &amp; Effective Reporting</li> </ul>
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# Profile of Organizers and Trainers



**Mr. Praveen Karn** is a Post Graduate in Rural Management from XISS, Ranchi. With his experience of more than 8 years in the field of CSR and community Development, he aspires to contribute as a catalyst for development. Praveen has worked with Gond, Santhal and Paharia tribes in Jharkhand and MP and he also has expertise in planning and implementation of Community Development Programs. Integration of Sustainability with CSR is his last couple of assignments in Jindal Steel and SRF.

He was acknowledged in various forums for his livelihood projects for the Meo Muslim Community of Mewat and he played a pivotal role in application of polio immunization with UNICEF. He was also instrumental in developing Resettlement and Rehabilitation plan for couple of Industrial projects. Developing collaborations and integration of business with CSR are his area of expertise. Presently he heads the Group CSR at Spark Minda and he plans and monitors CSR project for some 20 project locations across the country. He finds the field of Community Development very meaningful and indispensable.



**Mr. Satyajitisa Gupta**, Principal Associate in the Corporate Group at Khaitan & Co., New Delhi. Prior to joining the Firm, he was at AZB & Partners, New Delhi. Satyajit has also worked with Herbert SmithFreehills LLP, London and with Amarchand & Mangaldas & Suresh A Shroff & Co., Mumbai.

His practice focuses on corporate and commercial transactions such as acquisitions, joint ventures, strategic alliances, mergers and re-organisations. Satyajit has been researching and assisting various corporate clients in understanding their obligations under the Companies Act 2013, including corporate social responsibility (CSR) obligations.



**Mr. Aditya Patni** is a Senior Associate in the Corporate Group at Khaitan & Co., New Delhi. Aditya specializes in corporate and commercial law and has considerable experience in handling issues relating to foreign investments, mergers & acquisitions, joint ventures, company formation & management, corporate & commercial structuring, corporate governance, competition and other allied corporate and commercial laws.

Aditya has been involved in advising foreign and Indian corporates, entrepreneurs, venture capital funds, start-ups, social business enterprises and other organizations on a range of legal, regulatory and governance related issues.

# Profile of Organizers and Trainers



**Dr. Pradip Kumar Sarmah**, Executive Director of the Centre for Rural Development (CRD), headquartered in Guwahati, India, is a former veterinary surgeon. Through the Rickshaw Bank, he has helped to elevate the status of thousands of rickshaw pullers by helping them achieve ownership of the rickshaws they pull and gain access to bank loans and insurance guarantees in order to raise themselves and their families out of a cycle of generational poverty.

For his continuous efforts, he received the Ashoka Fellowship in India and in Assam has been hailed as a crusader for the marginalized people. In 2012, he was felicitated by the President of India Pranab Mukherjee for his social innovation and entrepreneurship initiative. He was named as a laureate of The Tech Awards 2011, one of 15 global innovators recognized each year for applying technology to benefit humanity and spark global change.



**Ms. Radhika Ralhan** is a sustainability expert with an experience of more than 6 years in the domain, she is a University Gold Medalist, and holds an M. Phil in Sociology from Delhi School of Economics. She has enhanced her academic and research insights towards pragmatic implementation which is showcased in her professional experience beginning with Indian Institute of Technology Delhi (IIT Delhi) for the EU Commission LENS -Learning Network on Sustainability that involved disseminating pedagogy resources in sustainable service systems to worldwide Higher Education Institutions.

She further extended her sustainable research experience during her stint with the United Nations Global Compact, India and was responsible for expanding diverse Sustainability Chapters that constituted research development, human rights, and capturing responsible sustainable practices of leading companies in India. She has taught in renowned institutions both in India and abroad such as Politecnico DiMilano, Italy, IHM, Pusa, Delhi and Jamia Millia Islamia, Delhi and recently presented her research work on Sustainable Consumption in Istanbul, Turkey. At present she is spearheading wide programmes with civil society and corporate partners with sustainable framework for the GlobalHunt Foundation.



**Mr. Yatendra Singh Rawat** holds a Masters Degree in Advertising & BSc Degree in Multimedia. He has gained experience with Philip Edward Alexy (Hollywood expert involved in many project) in Centennial college Toronto, where he enhanced his skills in Art, Design & Digital Animation. In the past he has trained NIT's & MIT's students through workshop and has also been invited as a guest faculty in multimedia institution like Arena.

He has designed Products for international events such as IARC (International Autonomous Robotics Competition) & design Print materials for Most IIT's, Corporate like WIPRO, BHEL as well as Govt. bodies such as CBI. He is enthusiastic about finding a sustainable way in designing reports as well as multimedia projects. Funny way of teaching is his way of conveying messages.

# Annexure 1-List of Participants

S. No	NAME	DESIGNATION	COMPANY
1.	Mr. Praveen Karn	Head Group CSR	Spark Minda Group
2.	Mr. Shivajee Dutta	Corporate Communication	Unitech Limited
3.	Mr. Vivek Kumar	Assistant Manager - Corporate Commercial	Tata Power
4.	Mr. Manoj Kumar Mavaduru	Program Manager	GMR Foundation
5.	Ms. Anuradha Gummaluri	CSR Head	Unicharm
6.	Maj. Gen Deepak Sapra	Managing Director	AWPO, Ministry of Defence
7.	Col H.V. Sharma	Director	AWPO, Ministry of Defence
8.	Mr. MK Pajan	Advisor CSR	MMSL
9.	Mr. Narendra Lakra	Executive HR & CSR Coordinator	Minda Sai
10.	Ms. Anjula Dwivedi	General Manager	Elcomponics
11.	Ms. Neetu Sharma	Sr.Executive	Elcomponics
12.	Ms. Pooja Avasthi	Manager HR & CSR Coordinator	Minda Automotive
13.	Mr. AC Jha	Principal Consultant	ISSRC-CSR
14.	Mr. Ajay Sharma	SBU Head	MCL Noida
15.	Mr. Alok Upadhyay	Executive HR & CSR Coordinator	Minda Corporation Ltd
16.	Mr. Hirendra Srivastava	CSR Coordinator	Aakarshan Center
17.	Mr. Jitendra Yadav	Executive HR & CSR Coordinator	Minda Corporation Ltd
18.	Mr. Lalit Sharma	Executive HR & CSR Coordinator	Minda Silca
19.	Ms. Anshu Chaudhary	Executive HR & CSR Coordinator	Minda Sai (CD)Ltd
20.	Mr. Anurag	Research Associate	EHI International
21.	Mr. Atish	Project Coordinator	End Poverty India

# Annexure 2- Participant's feedbacks through Pre & Post Questionnaire

Before conducting the training programme a pre-questionnaire format was shared with the participants. The purpose was to analyze the key areas, issues and topics which the participants expects and wants to be covered in this training session.

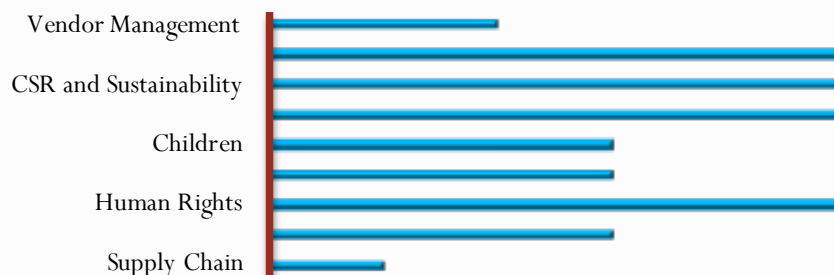
## What do you understand by the CSR ?

1. Integration of social and environmental concerns within business operations and interactions with stakeholders.
2. Voluntary activities undertaken by a company to operate in an economic, social and environmentally sustainable manner.
3. It goes beyond philanthropy and how companies manage their economic, social, and environmental impacts, as well as their relationships in the work, the market, the supply chain, the community, and the public policy realm.
4. Commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.
5. Corporate consciousness towards community and environment and earning adequate returns on employed resources.

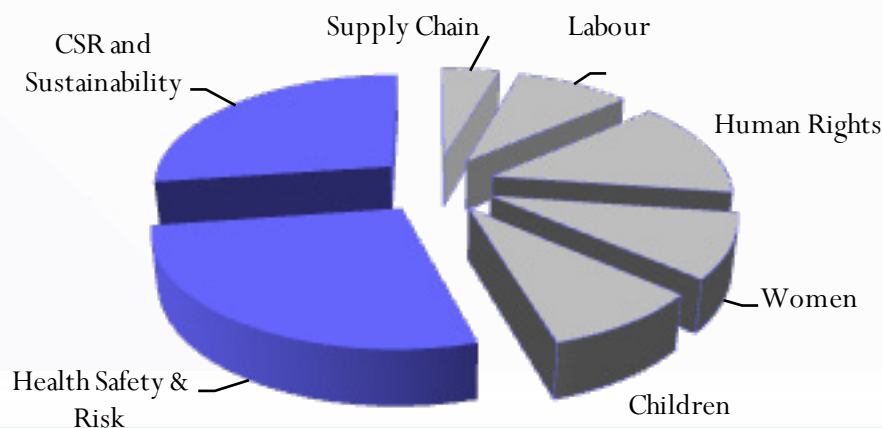
## Please provide in details why are you attending this training programme?

Conceptual understanding of CSR and its issues	Understanding of the New Companies Law	To develop a strategic plan for incorporating sustainability into business
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## What are the topics that you would like to be covered in this training?



## Please mark in order which you think should be given more importance in the training?



## About Spark Minda

For over five decades, Minda has a major presence in India's automobile industry. Today the Group has emerged as one of the leading manufacturer of automobile components with a turnover of Rs. 3145 Crores ( 572 million) for 2012-13 and employees more than 11,200 people in India and Overseas. The company is one of India's leading manufacturers of Security Systems, Wiring Harnesses, Couplers & Terminals, Instrument Clusters, Sensors, Die Casting, Interiors, Windows Regulators, Keys & Key Duplicating Machines, and Surface Finishing that caters to all major two, three, four wheeler & off-road vehicles manufacturer in India & Overseas

## About GlobalHunt Foundation

GlobalHunt Foundation (GHF) is a Section 25 not for profit company registered under the Indian Companies Act 1956. As a Signatory to the United Nations Global Compact (UNGC), GHF serves as a knowledge catalyst and engages its vast corporate clientele with diverse multi stakeholders and enhances their Corporate Sustainable Responsibility. GHF provides key research, reporting, programme design and advisory, training and capacity building, due diligence and impact assessment.

**More Information on:** [www.globalhuntfoundation.org](http://www.globalhuntfoundation.org)



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*Creating Sustainable Solutions*

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